

CLAIMS

1. A system for generating targeted marketing campaign pricing information for a client system comprising:

a marketing system including a computer processor and associated memory, said marketing system being connectable to the client system via a communications network; and

a database including pricing information for the delivery of advertising materials in a plurality of printed media outlets, each of said plurality of printed media outlets satisfying at least one of a plurality of predetermined marketing parameters;

wherein said marketing system receives a targeted pricing information request from the client system over said communications network, said targeted pricing information request including at least one of said plurality of predetermined marketing parameters;

said marketing system further including a targeting module for selecting, from said plurality of printed media outlets, at least one printed media outlet that satisfies said at least one predetermined marketing parameter included in said pricing information request and transmitting the pricing information associated with said at least one printed media outlet to the client system via the communication system.

2. The system of claim 1 wherein said plurality of printed media outlets comprise printed publications.

3. The system of claim 2 wherein said predetermined marketing parameters include at least one of a geographical parameter, a demographic parameter and a circulation schedule parameter.

4. The system of claim 3 wherein said printed publications comprise newspapers.

5. The system of claim 3 wherein said advertising materials include advertisements printed in said printed publications.

6. The system of claim 4 wherein said advertising materials include advertisements printed on pages of said newspapers.

7. The system of claim 4 wherein said advertising materials include printed advertisement pages inserted into said newspapers prior to the delivery of said newspapers.

8. The system of claim 6 wherein said pricing information includes a quote of the cost of including said advertisements on printed pages of each of said newspapers.

9. The system of claim 7 wherein said pricing information includes an estimate of the cost of including said advertisement pages with the delivery of said newspapers.

10. The system of claim 2 wherein said database includes a profile associated with each of said printed publications, wherein said profile includes the predetermined marketing parameters satisfied by the associated printed publication.

11. The system of claim 10 wherein said targeting module, based on said profiles included on said database, determines which of said printed publications satisfies said at least one predetermined marketing parameters included in said targeted pricing information request.

12. The system of claim 1 wherein said plurality of printed media outlets comprise direct mail distributors.

13. The system of claim 1 wherein said plurality of printed media outlets comprise manual distributors of printed materials.

14. A system for generating targeted marketing campaign pricing information for a client system comprising:

a marketing system including a computer processor and associated memory, said marketing system being connectable to the client system via a communications network; and

a database including pricing information for the delivery of advertisements printed on pages of a plurality of printed publications, each of said plurality of printed publications satisfying at least one of a plurality of predetermined marketing parameters;

wherein said marketing system receives a targeted pricing information request from the client system over said communications network, said targeted pricing information request including at least one of said plurality of predetermined marketing parameters;

said marketing system further including a targeting module for selecting, from said plurality of printed publications, at least one printed publication that satisfies said at least one predetermined marketing parameter included in said pricing information request and transmitting the pricing information associated with said at least one printed media outlet to the client system.

15 The system of claim 14 wherein said plurality of printed publications comprise newspapers.

16. The system of claim 14 wherein said predetermined marketing parameters include at least one of a geographical parameter, a demographic parameter and a circulation schedule parameter.

17. The system of claim 15 wherein said predetermined marketing parameters include at least one of a geographical parameter, a demographic parameter and a circulation schedule parameter.

18. The system of claim 17 wherein said pricing information includes a quote of the cost of including said advertisements on printed pages of each of said newspapers.

19. The system of claim 14 wherein said database system includes a profile associated with each of said printed publications, wherein said profile includes the predetermined marketing parameters satisfied by the associated printed publication.

20. The system of claim 19 wherein said targeting module, based on said profiles included on said database, determines which of said printed publications satisfies said at least one predetermined marketing parameters included in said targeted pricing information request.

21. A system for generating targeted marketing campaign pricing information for a client system comprising:

a marketing system including a computer processor and associated memory, said marketing system being connectable to the client system via a communications network; and

a database including pricing information for the delivery of printed advertisement pages inserted into a plurality of printed publications, each of said plurality of printed publications satisfying at least one of a plurality of predetermined marketing parameters;

wherein said marketing system receives a targeted pricing information request from the client system over said communications network, said targeted pricing information request including at least one of said plurality of predetermined marketing parameters;

said marketing system further including a targeting module for selecting, from said plurality of printed publications, at least one printed publication that satisfies said at least one predetermined marketing parameter included in said pricing information request and transmitting the pricing information associated with said at least one printed media outlet to the client system.

22. The system of claim 21 wherein said plurality of printed publications comprise newspapers.

23. The system of claim 22 wherein said pricing information includes an estimate of the cost of including said advertisement pages with the delivery of said newspapers.

24. The system of claim 21 wherein said database includes a profile associated with each of said printed publications, wherein said profile includes the predetermined marketing parameters satisfied by the associated printed publication.

25. The system of claim 24 wherein said targeting module, based on said profiles included on said database system, determines which of said printed publications satisfies said at least one predetermined marketing parameters included in said targeted pricing information request.

26. A method of generating targeted pricing information for a marketing campaign comprising:

- A. receiving a targeted pricing information request, said targeted pricing information request including at least one of a plurality of predetermined marketing parameters;
- B. accessing a data store including a list of a plurality of printed media outlets and associated pricing information for the delivery of advertising materials in each printed media outlet, each of said plurality of printed media outlets being identified as satisfying certain predetermined marketing parameters;
- C. selecting, from said list of said plurality of printed media outlets, at least one printed media outlet that satisfies all of said at least one predetermined marketing parameter included in said pricing information request; and
- D. generating a targeted pricing information list including said selected printed media outlets and their associated pricing information.